MATWATCH

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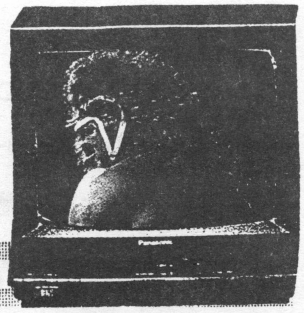

VOL. 3, NO. 23 DEC. 3-9

THIS WEEK'S HEADLINES

"MAIN EVENT" SCORES LOWEST NBC NUMBERS

NEW YORK----THE MAIN EVENT, the WWF hour-long special on NBC Nov. 23, posted the lowest ever prime-time numbers for a Titan show.

MAIN EVENT registered an 8.6 rating and 16 per cent share of audience to finish 57th for the week in the Nielsen ratings. The show handlily lost its time period to DALLAS (10.6) and ABC's 20/20 (12.6).

TME was seen by an estimated 15 million viewers, well down from the 33 million who viewed the first NBC prime time special in February 1987.

The special was viewed in eight million TV homes.

CLASH XIII POSTS LOW IN SHARE

ATLANTA----CLASH OF THE CHAMPIONS XIII: THANKSGIVING THUNDER followed a trend of other wrestling specials Thanksgiving week, dropping 14% in rating from last November's NEW YORK KNOCKOUTS.

THUNDER registered a 4.2 rating and 6.2 per cent share (2.32 million homes). The rating was the second-lowest of the 13 CLASH specials (June 1989's GUTS AND GLORY scored a 3.8) and the share was the lowest in CLASH history.

The replay of CLASH XIII Nov. 27 posted a 2.0 rating and 3.9 share.

STEINER EXPECTED BACK FOR STARRCADE

ATLANTA----Scott Steiner, who suffered an ankle injury Thanksgiving night at the Omni, is expected to return in time for the Dec. 16 STARRCADE.

World Championship Wrestling physicians examined Steiner Monday and have imposed a two-week layoff for the U.S. tag team co-champion. One insider says, "Scott will be at STARRCADE if he's in the worst pain. He's just that way."

Scott and his brother Rick are favorites in the Pat O'Connor Memorial Tag Team Tournament during STARRCADE in St. Louis.

No Dusty Yet

OLE BOUNCED AS BOOKER; COMMITTEE HANDLES INTERIM

ATLANTA----After a seven-month tenure of respectable TV ratings but weak arena shows and intense morale declines, Ole Anderson has been fired as World Championship Wrestling booker. But contrary to speculation published last week, Dusty Rhodes did not take over this week and WCW officials are still being tight-lipped as to Rhodes' prospects.

In a conversation with WCW president Jack Petrik last Thursday, Petrik said he could not comment in any way on Rhodes, other than to say, "We have confirmed he still has a commitment in New York." Petrik says he cannot comment on any performer with existing contracts with other wrestling companies. Rhodes is being held to a mid-January release date with Titan Sports. But when told of eyewitness reports that Rhodes was already pitching jobs to WWF performers, Petrik said: "I find that incredible. He has not been hired here and how do we even know it would be people we're even interested in. We're on a very tight budget here as it is." When asked if Rhodes is indeed the leading or a serious candidate, Petrik answered: "No comment."

Sources MATWATCH has consulted, some with ties to the WWF, are insistent Rhodes will be in the job in January and insiders say Anderson has even told associates Rhodes would be his replacement. Petrik would offer comment on those opinions either.

An interim committee composed of former booking chairman Jim Ross, former chief booker Ric Flair, Kevin Sullivan and WORLD WIDE WRESTLING host/executive producer Tony Schiavone are handling creative chores, including the STARRCADE finishes, until a new chief is named. Petrik confirmed the panel would be a short-term one. "Definitely," said Petrik. "We had a committee once and that is not a solution."

Wrestlers were told of the Anderson dismissal Tuesday in Dothan AL before TBS tapings for this weekend and Dec. 15. Road agents Bob Roop and Ron West are also being let go. The competitors were told "three or four people" will be interviewed for the booking job.

Reaction was said to be mixed. Flair, Sullivan, Lex Luger, Sting and the Steiner brothers were all not in Dothan (Scott Steiner is nursing an injury and another absentee, Steve Armstrong, had the flu). One insider told us, considering the absence of talent, the taping went well and the workrate and enthusiasm was strong. But one visitor to the WCW dressing room about an hour before the show said many long faces were evident. The visitor, a well-known former wrestling personality, told MATWATCH: "I've never seen so many of them, and most of them I've known for years, so down. I think they're glad Ole's gone but they seem to be confused and uncertain as to the direction things are headed."

The name of USWA champion Terry Funk continues to surface as a darkhorse possibility for the job. But people close to Funk say he has not been approached. USWA Southern champion Eddie Gilbert was called about his interest in returning to WCW last week (though not necessarily for the booking job) and Gilbert reportedly rejected the idea.

(Continued on Page 1)

STEVE BEVERLY

(Continued from Page 1)

Petrik was asked if WCW does hire Rhodes, will he be allowed back in the ring? Petrik repeated, "Again, he hasn't been hired but if he were to be, he'll never come here in the ring again. We'll never have another active wrestler book this company again. We've been through that before and I won't have it.

"You have to remember, this is a far cry from being a booker for a regional promotion or a national group with one TV show," added Petrik. "We're doing four hours of TBS and three hours of syndication, WPIX and WGN. Then, to have to come up with five special pay-per-views and four special CLASHes that are supposed to be spectacular is extraordinarily difficult."

The committee will be faced with developing television through WCW's Jan. 30 CLASH special on TBS, in an effort to recover from the fiasco of the Nov. 20 THANKSGIVING THUNDER, which---though respectable---set a low record for share of audience. That CLASH will be the key link-up to the February WRESTLE WAR '91 in Phoenix AZ.

Another Rebuttal

CORNY: THEY'D FOUL UP HOGAN

CHARLOTTE NC---The ping-pong battle of words between Jim Cornette and World Championship Wrestling continues.

Two weeks ago, in response to Cornette's WCW departure, WCW chief Jim Herd said, "If Cornette was as popular as he thought he was, we'd be drawing a lot better and you can quote me on that."

Last Monday, Cornette called the MATWATCH NEWSLINE to respond: "I never said or thought I was popular. I told Herd we (Cornette and the Midnight Express) were being misused and I told him why and how right after that Sid Vicious-Bobby Eaton match (on NWA MAIN EVENT) that was such a disaster."

Cornette was also incensed at Herd's remarks there is "obviously some frustration on his (Cornette's) part."

Responded Cornette: "Please print this. You can say I say that if World Championship Wrestling had Hulk Hogan himself, they'd find a way to screw him up and not draw a dime."

MATWATCH
NEWSLINE
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Pinfall Profile

THE SPECS: LESS IS MORE

Throughout this week's MATWATCH, you'll see figures which back up our predictions of a decline in ratings for wrestling's most prolific week in history for national television prime time specials.

Until Thanksgiving week, when 10 1/2 hours of prime time programming was available on NBC, TBS, USA and pay-per-view, 5 1/2 of it live, never had the major cable and broadcast networks for pro wrestling combined to foist so much on the attention spans of viewers in one week.

While all but ratings for NBC's THE MAIN EVENT can be termed respectable, virtually every broadcast declined from its comparable year-ago edition. The 2.8-3 percent buy-rate for SURVIVOR SERIES is flat from last year, though revenue will be up slightly, thanks to an increase in the pay-cable universe. SURVIVOR will gross approximately $10.4 million, if the figures hold.

If you go beyond raw figures, the 4.2 rating for CLASH is near-miraculous. Though Ric Flair-Butch Reed turned out to be a stellar match, it was not a typical topliner. Considering the disastrous mid-to-late card events, to pull in 2.32 million homes against tough Tuesday night competition---which included the number two network show of the week (part two of Stephen King's IT on ABC) ---was remarkable. But the erosion to a 6.2 share, less than the following Saturday's WORLD CHAMPIONSHIP WRESTLING, has to be a cause for concern. Jim Ross will exert predominant creative control over the Jan. 30 CLASH XIV and his sizzle, in itself, will be enough to resuscitate the quality of a show which needs to be several cuts above the weekly WCW offerings.

As for the SURVIVOR specials, the 3.1 and 2.8 ratings were off from 1989, barely matching the numbers WWF PRIME TIME scores on a good week.

THE MAIN EVENT audience erosion was the most telling, and fulfilled our prediction of Titan's worst NBC rating ever. For one thing, the decision to move the show to Friday night was made so late, it did not even make trade publications and Titan could not even insert promotion into any prior show but the SURVIVOR special itself. Second, TME inherited one of the worst slots on the NBC schedule and pro wrestling, even WWF style, is no longer mainline chic enough to command a big one-time audience in prime time.

As predicted last week, the decline, while not dramatic, was enough to send send a clear message. While nothing short of a new booker could have helped CLASH, my bet is it would elevated at least two-to-three tenths of a point not being in the same week as the WWF montage. And McMahon and NBC should get the point on trying to push a taped MAIN EVENT the night after a pay-per-view. People have to have a need created for wrestling and that need is being damaged by two things: too much available television and not enough good television. As Mr. Solie might say: ten letters, three words: LESS IS MORE!

MATWATCH ANNUAL: 1990

BALLOT REMINDER: For the category of BEST COLOR COMMENTATOR, the complete list of nominees should read: Jerry Lawler, USWA; Jesse Ventura, WWF; Bob Caudle, NWA; Paul E. Dangerously, NWA; Jim Cornette, NWA; Joe Pedicino, USWA; Soctty the Body, PORTLAND; Bobby Heenan, WWF; Roddy Piper, WWF; Freebirds, NWA; Dutch Mantel, NWA. Please disregard the WORST designation at the top of Column 3 of Page 1 of the ballot. It was an error. Anyone wishing to vote again may request a new ballot to be inserted in your next MATWATCH.

The annual is $12 ($20 overseas) and will feature a column by Dr. Gerald Morton, one of the nation's leading authors on pro wrestling; the 1990 MATWATCH MAN OF THE YEAR and MATWATCHER OF THE YEAR; our annual Wrestling Broadcasting System TV Log; the MATWATCH TV AWARDS; and a special feature, "A Week in the Life of MATWATCH." Check, cash or money order to: MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.

If you wish to give a GIFT annual, you will receive two bonus issues of MATWATCH. Please designate name and address of the giftee and please print the name clearly.

TV TEMPO

Nov. 26-Dec. 2

(WWF/SYN) - [CHALLENGE]: Randy Savage d. Dale Wolfe; Barbarian d. Pez Whatley; Rick Martel d. Reno Riggins; Davey Boy Smith d. Mike Sharpe; Legion of Doom d. Black Demon/Tracy; Curt Hennig d. Kramer. RESTHOLD.
[SUPERSTARS]: Kerry Von Erich d. Brooklyn Brawler; (UPDATE) Undertaker destroys Dusty Rhodes at SURVIVOR SERIES; Ted DiBiase d. Jim Evans; (REPLAY) Gobbledy-Gooker born at SS; Shane Douglas d. Sharpe; Tugboat d. Jeff Sword; Power & Glory d. Dan Robins/Alan Reynolds; (BRO. LUV) Jim Duggan blasts Sgt. Slaughter; Jimmy Snuka d. Doug Vines; Other winners: Orient Express. RESTHOLD.

(PRO WRESTLING '90) - Ron Starr d. Ray Bailey; (From 5-STAR) Texas Knights d. Red Devil/Mark Young; (CLASSIC) Wilbur Snyder/Szandor Szabo d. Jake McDonald/Cowboy Casey; Mountain Man/Chief Little Lyn; (INTL) Steve Williams/Bad News Allen double countout vs. Antonio Inoki/Tatsumi Fujinami; [GA. TITLE] Steve Lawler d. Nick Busich to win belt. RESTHOLD.

(NWA/SYN) - [WORLD WIDE]: Steiners d. State Patrol; Bobby Eaton d. Scott Sandlin; Sting d. Moondog Rex despite the return of Ole Scorpion's voice. Woman in crowd drops purse, then attacks Sting; Stan Hansen d. Elbert Smith; Lex Luger d. Joe Cezana; [SEGMENT] Doug Dellinger announces Sting will have extra security from fans; Arn Anderson/Ric Flair d. Jeff Gamble/Greg Sawyer; (WRAPUP) Black Scorpion retrospective. RESTHOLD.
[NWA PRO]: Ricky Morton/Tommy Rich d. Mike Thor/George South; Sting d. Chuck Coates but Ole Scorpion's voice is back; Moondog Rex d. Italian Stallion; Curtis Hughes d. Phil Parrish; Brian Pillman d. Tim Hughes; Freebirds d. Joe Defuria/Mike Williams. BOMB-PLUS.

(LPWA) - Misty Blue Simmes/Heidi Lee Morgan d. Bad, Black & Beautiful 2-3 falls; Bambi d. Nasty Cat; Nasty Linda d. Denise Storm; Shelley Francis/Reggie Bennett d. Lelani Kai/Judy Martin. RESTHOLD-PLUS.

(USWA/SYN) - [CHALLENGE]: Danny Davis d. Joey Maggs; Bill Dundee d. Tony Anthony by DQ when Kim Anthony tosses riding crop to Tony; Chris Champion d. Sheik Fabiano; Jerry Lawler d. Jeff Gaylord; [COWARD WAVES FLAG MATCH] Eddie Gilbert d. Jeff Jarrett when Doug Gilbert knocks out Eddie Marlin during ref bump. Doug ducks below apron, grabls flag & waves it in Jeff's corner; [SEGMENT] Olu Oleyami of Global Wrestling Federation begins scouting tour of U.S. for affiliates. POWERSLAM.
[BEST OF CHAMPIONSHIP]: Davis/Cody Michaels d. Anthony/Gaylord by DQ; Brickhouse Brown/Champion d. Fabiano/Downtown Bruno; [6-MAN] Gilbert Brothers/Black Magic d. Freezer Thompson/T.D. Steel/Ben Jordan; New Kids d. Maggs/Sgt. O'Reilly; [6-MAN] Dundee/Lawler/Jarrett d. Scorpions/Rush. RESTHOLD-PLUS.

(ICW CLASSICS) - Steve Gator Wolf d. Johnny K-9; Tommy Rich d. Invader; Kevin Sullivan d. Don Muraco; Steve Keirn d. Black Spider; Tony Atlas/Scott Putski d. Power Twins. BOMB!!

(LUCHA LIBRE) - [6-MAN]: Las Tortugas Ninjas d. Coliseo Dos Mil 2-3 falls; Octagon/Javier Cruz/El Nuevo Harcan Ramirez Jr. d. Fuerza Guerrera/El Verdugo/El Hombre Bala 2-3; [MEXICAN NATL. HWT. TITLE] Octagon d. Emilio Charles Jr.; Los Mosqueteros del Diablos d. Super Astro/Anibal/Mando Guerrero 2-3; (CLIP: NWA WORLD MIDDLEWEIGHT TITLE) Atlantis draw vs. El Satanico to retain belt; Ken Timbs/Pedro Aguayo/El Satanico d. Sangre Chicana/Ringo Mendoza/Lizmark 2-3; Pirata Morgan/Mascara Ano Dos Mil/El Gigante Kimala d. El Faraon/Konan el Barbaro/El Hijo de Tinieablas 2 straight. DRAW.

SCALE: PINFALL - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

(WVEU/SUPERSTARS) - Scott Hudson debuts with "From a Fan's Perspective" seg; Boni Blackstone confronts Samuel P. Kent about telling fans she's "tied up grazing."

(USWA/WMC) - Hussein d. Champion when he hits Chris w. cane; (From MID-SOUTH/USWA TAG TITLE) Jarrett/ Michaels d. Anthony/Doug Gilbert to keep belts; Davis no contest vs. Dundee when Memphis Mafia/Ken Wayne jump both; Anthony/Doug d. New Kids when Anthony hits New Kid Tony w. whip; [WORLD LT. HWT. TITLE]: Jim Backlund d. Brickhouse Brown to keep belt when, as Brick has figure-4 on Backlund, heel ref Mickey Jay counts 2 on Brick as he leans back, awards match to Backlund; [USWA TAG TITLE]: Jarrett/Michaels d. Wayne/Joseph Magliano but Wayne stuffs chain in Jeff's trunks. Ref finds but fans/Lawler protest and first of two 16-man brawls erupt. POWERSLAM.

(NWA/TBS) - [POWER HOUR]: Tom Zenk d. Barry Horowitz; Sid Vicious d. Dave Taylor; (WMM) Gordon w. Sting-Scorpion feud; (CLASH) Flair-Reed; DOOM d. Mark White/Pablo Crenshaw; Steiners d. Mark Kyle/Johnny Goode; Rich/Morton d. Freebirds on reversal when Nick Patrick told Bobby Eaton tripped Morton for a Hayes DDT. Eaton attacks Rich & 3-on-2 starts but El Gigante saves; Hansen d. Allen Iron Eagle. RESTHOLD.
[WCW]: Freebirds d. Brad Armstrong/Iron Eagle & try to break Allen's leg but Rich/Morton save; Pillman d. Dutch Mantel; (WRAPUP) Sting-Scorpion retrospective; Terry Taylor d. Marcus the Maniac; Nasty Boys d. Italian Stallion/Rick Newsome; (REPLAY) Michael Wallstreet video; Wallstreet d. Tommy Angel; Curtis Hughes/Motor City Madman d. Bob Leet/Tim Hughes; Zenk d. Kyle; (VIDEO ANGLE) Teddy Long as Flair's chauffeur but Teddy claims car malfunctioning, pulls over amid Ric's protests and 4 hoods kidnap Flair while DOOM/Teddy drive off in limo; DOOM d. Rob Morgan/Tracy Winn; Rich/Morton d. South/Thor; Skyscrapers d. Rusty Riddle/Ricky Nelson; (CLASH) Hughes attacks Luger; Luger/Big Van Vader d. Hughes/Madman by countout when heels leave; (ANGLE) Sting pays Crenshaw $500 to replace Pablo vs. Horowitz in order to draw out Scorpion. Sting d. Horowitz & new Scorpion's voice re-emerges. DRAW.
[MAIN EVENT]: Buddy Landell d. Reno Riggins; Nasties d. Bob Emory/Rick Ford; [NWA TV TITLE] Arn Anderson double DQ vs. Taylor when DOOM attacks both; [DANGER ZONE] Arn/Barry Windham w. Paul E.; Luger d. Brock; Zenk d. Madman;

(WWF/USA) - [PRIME TIME]: P&G d. Robins/Reynolds; (From NBC) Ultimate Warrior d. DiBiase by DQ when Virgil runs in; Savage/Sherri double on Ult; [WWF TAG TITLE] Hart Foundation d. R&B to retain belts; Warlord d. Santana; Martel d. Whatley; (UPDATE) Undertaker at SURVIVOR SERIES; Dustin Rhodes d. Genius; Savage d. Wolfe; Douglas d. Sharpe. RESTHOLD-PLUS.

(PORTLAND) - [11/24]: John Rambo d. Brad Anderson by DQ; Scotty the Body d. Bobby Blair by DQ when Grappler/Equalizer

run in but Steve Doll/Scott Norton save; Doll/Norton d. Grap/Eq by DQ when Grap tosses Doll into Sandy Barr; [FIESTA GARDEN MATCH] Bart Sawyer d. Al Madril on reversal when Scotty shows ref Madril's object; Larry Oliver vs. Doug Masters in progress as show ends; [ANGLES] 1. Doll chases Grappler w. plumber's friend; 2. Wrecking Crew goes on strike until Don Owen bans Doll's sleeper. Doll agrees if heels abandon "weapons." Grappler refuses but strike ends when heels told they'll be fined $1,000. 3. Doll/Norton challenge Grap/Eq to street fight. All brawl to dressing room. RESTHOLD-PLUS. [Last Week]: Rambo d. Anderson by DQ when Brad hangs John over rope until faces save; Oliver d. Blair by DQ; [FIESTA GARDEN REMATCH] Madril d. Sawyer w. object but Bart busts Al's pinata & throws kids candy; Scotty d. Masters; [SEGMENT] Grap revives Breakfast Club; [STREET FIGHT] Grap/Eq double DQ vs. Doll/Norton when 14-man brawl erupts. RESTHOLD.

LINES OF THE WEEK

1. Scott Hudson, WVEU-TV: "Teddy Long is the Milli Vanilli of wrestling: he talkes all the credit and does none of the work." 2. Chris Cruise/Ashley Kennedy, LPWA: (AK) "Mimi betterhope the padding doesn't fall out." (CC) "Is something falling from you?" 3. Jim Ross, WCW: "Rotunda...I mean Wallstreet. I'm gonna get the BLOOPERS AWARD OF THE WEEK." 4. Ross, WCW: "Western Union---the fastest way to spend money. The fastest way to get rich quick: you inherit it." 5. Terry Funk, USWA, to Craig Johnson: "Would you mind giving me one more hug? Oh, I don't want you to hug me---you're too ugly." 6. Nick Bockwinkel, LPWA, on Roddy Piper: "At one time, he said I was his idol." 7. Funk, USWA, to Johnson: "Howard Cosell was a tremendous announcer. Why can't you be more like him?" 8. Lance Russell, NWA PRO, on Freebirds: "I thought for a minute it was Charles Manson and his brother." 9. Bobby Heenan, MSG: "Hacksaw Duggan likes it from behind." 10. Hudson, WVEU: "The Black Scorpion reminds me of that Energizer bunny in those TV commercials."

11. Bob Caudle, WCW, to Ross: "Would money change you? I think you'd still be your sweet and lovable self." 12. Heenan, WWF-C, on 'Quake: "He's a lot taller than he was last week." 13. Jimmy Hart/Roddy Piper, WWF-S: (JH) "I just came by to visit you." (RP) "Why? Were all the 976 numbers busy?" 14. Hart/Piper, WWF-S: (RP) "What does Earthquake eat?" (JH) "You know, he weighs 469 pounds. I'm going to let him gain another 20." (RP) "So he's Roseanne Barr. What does he eat?" 15. Samuel P. Kent, WVEU, to Boni Blackstone: "I didn't say you were tied out grazing. But have you been eating grass?" 16. Piper, WWF-S: "There's one way to avoid Ted DiBiase. If it says no parking, don't park." 17. Joe Pedicino, USWA, on Joey Maggs: "I wouldn't trust him as far as I could throw a Cadillac." 18. Piper, WWF-S, on Tugboat: "That's not a little tooter. That's a big horn." 19. Piper, WWF-S: "I'm not here to say what's popular. I'm here to tell the truth as a man who's been to Pluto and back." 20. Jerry Lawler, WMC, on Hussein: "He'll be falling so far down the ladder of success, he'll have splinters in his butt." 21. Hart/Piper, WWF-S: (JH) "I have several hit records." (RP) "What were they?" (JH) "KEEP ON DANCIN,' KEEP ON DANCIN' II, KEEP ON DANCIN' III and THE BEST OF KEEP ON DANCIN.'" 22. Mickey Jay, WMC, to Jerry Calhoun: "I don't know where you got your referee's license...maybe out of a box of Cracker Jacks." 23. Ross, PH, to Paul E. Dangerously: "You're one of the most physically brutal competitors in the color commentary game." 24. Sonny Blaze, PRO WRESTLING SPOTLIGHT: "I just got beat again by Barbarian, Sgt. Slaughter and The Model. One more time by Sarge and we can qualify to be a tag team." 25. Heenan, PTW: "Remember Euell Gibbons? Know how he stayed healthy? He'd find a shady spot of ground --and he'd eat it. He's no longer with us." 26. Steve Doll, PORTLAND, on Grappler's eye: "You got the black eye when you didn't clean the toilet at Piper's Pit Stop." 27. Scotty the Body, PORT., on Fife WA card: "Is that where Barney graduated?" 28. Don Coss, PORT., on women wearing Piper's Pit Stop t-shirts: "Wow, I can feel my transmission slipping." 29. Brad Anderson, PORT., "Top Gun, when you meet Young Gun, you'll feel like you were hit by a machine gun." 30. Coss, PORT.: "Top Gun against Young Gun? Sonofagun!" 31. Anderson, PORT., on Top Gun: "I was back in the dressing room and found out I'm not wrestling Tom Cruise." 32. Bill Prescott/Coss, PORT., on Grappler: (BP) "I hate him." (DC) "Join the club and I don't mean the Breakfast Club."

STRONGEST COMMENTS - 1. Sting, WWW, on Scorpion: "He's really getting to me." 2. Ross, WCW: "Jim Herd told me to tone my comments down (on WRESTLING HOTLINE). He said they were somewhat inflammatory. I had to look that up." 3. Downtown Bruno, WMC: "I'm the sexiest, best-looking man in history." 4. Paul E., PH: "That would be terrible. Spending Christmas in Atlanta, Georgia."

QUESTIONS OF THE WEEK - 1. Piper, WWF-S, to Vince McMahon: "Have you ever been stale?" 2. Dave Brown, WMC, to Jay: "What state did you come from and where did you learn to count?" 3, Scotty, PORT., to Madril: "What are you gonna bring in the Battle Royal? A loaded burrito?"

NICKNAMES OF THE WEEK - 1. AMERICA'S WRESTLER (Dutch Mantel on Sting). 2. BAD BREATH BLACK (Jim Powell on Billy Black). 3. HERC & JERK (Gorilla Monsoon on P&G).

BEST PICTURES - 1. WWW, Female fan attacking Sting. 2. LPWA, Overhead shot of Judy Martin tossing out Terry Power twice. 3. USWA, Doug Gilbert passing knucks to Eddie. 4. USWA, Dundee flying over top rope. 5. WMC, Memphis Mafia/Ken Wayne run-in. 6. NWA PRO, Closeup of Hayes' moonwalk.

ENGLISH LESSON - Kent, WVEU, to Royal Family: "What IS yall's thoughts on the new Georgia champion?"

PASSWORD OF THE WEEK - Gordon Solie, WWW: "BIZARRELY." "The Black Scorpion BIZARRELY reappeared."

DREADED GLITCH AWARDS - 1. USWA, 3 shaky shots with handheld camera. 2. USWA, ringside cam spins during Jarrett-Gilbert. 3. LPWA, Terrible audio on Cruise/Kennedy narrations.

ALL-CLICHE TEAM - 1. Piper, WWF-S: "...fighting fire with fire." 2. Danny Davis, WMC: "...on any given day."

BLOOPER AWARD - Nah, Jim, I don't have the heart.

TUBE TALK

IWA will hold Bruiser Brody tag tourney Apr. 6....UWF has Fan Appreciation Day Jan. 12 at Royce Hotel in New York.... Portland to have Bunkhouse stampede Saturday dark...A leading TV personality is being considered for a layout in a top men's magazine....Dave Sierra (Top Gun) returns to Portland TV this week after being fired for failing to pick up El Gigante at Jacksonville International Airport for the CLASH.

MATWATCHING

SALVO FOR DiSALVO: Steve DiSalvo will be in WCW by January. The group is looking at calling him Minotaur.

ANOTHER LOW: The week before Thanksgiving, WWF ALL-AMERICAN posted its all-time low rating/share in the Sunday slot with a 2.0/5.3.

MORE LOOKS: Chris Walker, the GEORGIA ALL-STAR comer, is supposed to get a couple of WCW dates. But Brad Armstrong, scheduled to be out Dec. 1, is tentatively back on some cards after STARRCADE.

TO JAPAN: Expect Randy Savage to go to Japan in January. Ted DiBiase, the Bushwackers and Steve Lombardi are among those set to go this month.

WRESTLEMANIA LINE: The current line for WRESTLEMANIA VII is for a Warrior-Piper and Undertaker-Hogan doubleheader to topline. Don't buy into a Warrior-Hogan rematch.

GANGING UP: One Man Gang will be revived for the Global/USWA taping Dec. 28 in Dallas.

IN NEW YORK: Wade ("Torch") Keller and I shared the mike with John Arezzi on PRO WRESTLING SPOTLIGHT Sunday morning. John will be doing advance work for Herb Abrams' upcoming UWF New York tour, which is tentatively scheduled for Long Island and Brooklyn with one TV taping at a 1,200-seat arena.

THE REMATCH: Kerry Von Erich's Intercontinental title loss to Curt Hennig airs Dec. 15 or 16 on WWF SUPERSTARS. The Hennig-Piper series launches shortly thereafter.

GRUDGE MATCH: I'm told the new syndicated series GRUDGE MATCH which features Lyle Alzado and Jesse Ventura is doing hot sales for next fall.

DOTHAN DILEMMA: I received four calls Wednesday and Thursday from people, including a local reporter and photographer, about the absence of Sting, Luger, Flair and the Steiners (they didn't know of Scott's injury) after all had been advertised for three weeks. Fans were extraordinarily angry. I asked Jack Petrik about it. He did not know of the absences but said, "I will check into it. If they were advertised, I can understand why people were mad."

GOOD P.R.: Tony Darrigan, a sports photographer from Eufaula AL at the tapings, witnessed a female ringsider tell a person described only as "the head WCW cameraman:" "If this is the way you're going to do us here, tell us these people are coming and then they don't, I'll never buy another ticket to one of your shows." The cameraman responded: "Fine. We'll never come to Dothan, Alabama, again."

TAMPA TALES: Thursday night at the Sportatorium, Steve Keirn kept the Florida belt against Powerhouse Parker with a rollup while Johnny G. Lyons was offering Parker $100 to do a kneedrop on Keirn from the top rope. Lyons' interference also gave Jim Backlund a win over Hurricane Walker. The Terminator beat Mark Starr on the same card.

RIC SCORPION?: I hate to join this because WCW has been known to surprise but considering the number of Sting-Flair title matches after STARRCADE, one has to believe Flair is more than a darkhorse to be the Black Scorpion.

DEBUT TIME: Atlantic States Wrestling Association had its premiere show on Home Team Sports last Saturday and debuted a Friday night radio talk show in the Maryland-Virginia area.

A PROMOTION?: There is no timetable on this but all indications are Paul E. Dangerously will join Jim Ross on the Saturday night WCW after the first of the year but how that affects POWER HOUR is uncertain.

A FOND ADIEU: Regret to hear Juda Williamson and Diane Devine have tossed in the towel on the Rocky Mountain Wrestling Association. These folks tried hard to make a go of a small indie in the Denver area but the economy claimed it.

PWA PIECES: Bill Wilkins' Greenville-based indie group is trying to develop TV in South Carolina. Brodie Chase is booking for the group which is running the Piedmont area.

LPWA LATEST: Jim Cornette and Joe Pedicino taped a month's worth in Nevada last Thursday. Chris Love was introed as "The Queen" and His Court. An old man in the crowd became so incensed, he punched Chris in the mouth.

OIL & WATER: Another angle involved an "infamous oil incident" in which the Mighty Mites and the Glamour Girls get involved in a dispute over alleged oily hands.

CORNY'S RETURN: Cornette will be in the corner of Jerry Lawler and The Fabulous Ones (Steve Keirn/Stan Lane) in a six-man against Eddie & Doug Gilbert/Black Magic next Monday night at the Mid-South Coliseum.

BUT DUSTY CAN'T WIN: The Memphis crew will be running a series of Bunkhouse Stampede finales in December. Eddie really wants the guys to carry crowns to the ring, a la the '89 BASH. If you believe that....

JACKSONVILLE JOUST: THE FLORIDA TIMES-UNION offered a two-page spread on CLASH XIII on its LIVING page with a huge picture of Flair and Arn celebrating Ric's win in the finale.

FAKE QUAKE CANS MID-SOUTH CARD

MEMPHIS---California fans will probably laugh but the weekly USWA Mid-South Coliseum card was canceled Monday night because of a climatologist's projections of an earthquake along the New Madrid Fault, on which Memphis is aligned.

Earlier this year, Dr. Iben Browning of New Mexico, who allegedly targeted the 1989 San Francisco quake and a past eruption of Mt. St. Helens, forecast a 50-50 chance of a tremor Dec. 3 along the fault because of tidal conditions.

A number of mid-South area schools canceled classes Monday and Memphis city officials would not allow the Coliseum to open as a safety precaution.

Jerry Lawler was angered at the decision, calling it "stupid." Lawler began selling T-shirts with the phrase, "I SURVIVED THE FAKE QUAKE" along with a Lawler drawing.

MATWATCH publisher Steve Beverly and his WBBJ-TV news staff answered more than 200 calls from people wanting to know if a haze around the moon Wednesday night in Jackson meant a quake was on the way.

RATINGS RAP

GRAB BAG OF NUMBERS

HIGHLIGHT THANKSGIVING

Our forecast of ratings for Thanksgiving's "superweek" of wrestling specials was not far off the mark. The NWA's CLASH OF THE CHAMPIONS led the way among cable but all the spectaculars were down from their year-ago performances, as was the NBC/WWF MAIN EVENT hour the night after Thanksgiving.

CLASH XIII: THANKSGIVING THUNDER posted a 4.2 rating and 6.2 share (see THIS WEEK'S HEADLINES), which was down 14% from last year's NEW YORK KNOCKOUTS rating.

SURVIVOR SERIES SHOWDOWN, likewise, showed a decline from the SURVIVOR preview of 1989. The Sunday edition of SHOWDOWN registered a 3.1 rating and 4.5 share, down 11% from last year and the rerun showing on in the usual PRIME TIME Monday slot finished with a 2.8/4.2, off 18% from the repeat play last year (SHOWDOWN was actually shown four times in '89).

The CLASH XIII repeat last Tuesday night did a respectable 2.0/3.9 but still down 10% from last year's KNOCKOUTS encore.

THANKSGIVING CABLE SPECIALS

Program	Rating	Share	Total Homes
CLASH XIII (TBS 11/20)	4.2	6.2	2.32 million
SURVIVOR SHOWDOWN (USA 11/18)	3.1	4.5	1.67 million
SURVIVOR SHOWDOWN (R) (USA 11/19)	2.8	4.2	1.51 million
CLASH III (R) (TBS 11/27)	2.0	3.9	1.12 million

The NBC prime time WWF MAIN EVENT special, as predicted, scored the lowest audience for any prime time network WWF card (see THIS WEEK'S HEADLINES) and was below some past SATURDAY NIGHT'S MAIN EVENT specials.

The 8.6 rating was down 30% from February's annual NBC prime-timer, even though the show drew a respectable male demographic.

MAIN EVENT was likely hurt as much by NBC's weak Friday night lineup as the fact that it was not live and a last-minute decision to edit from its usual November SATURDAY NIGHT'S MAIN EVENT slot.

THE MAIN EVENT fell slightly from the 8.7 lead-in offered by the comedy series WINGS.

Program	Rating	Share	Homes	Viewers
THE MAIN EVENT (NBC 11/23)	8.6	16	8.01 mil.	15.0 mil.

Isn't it ironic that when bookers leave the NWA, their show ratings tend to increase? The weekend before Ric Flair resigned as NWA booker, his NWA MAIN EVENT posted its record 4.4 rating.

Two days before getting the ax, Ole Anderson's WORLD CHAMPIONSHIP WRESTLING posted its highest numbers since his booking regime began. WCW scored a solid 3.2 rating and 7.3 share, its top rating in seven months. NWA MAIN EVENT, led by an Arn Anderson-Terry Taylor TV title match and El Gigante in a six-man, registered a 3.1, its best outing since the NFL competition began in September on the networks.

As for the WWF, ALL-AMERICAN continued its sharp downward spiral and was not helped by the SURVIVOR SERIES lift. PRIME TIME matched its 2.6 average for October and November.

LAST WEEK ON CABLE

Week Ending Nov. 26	Rating	Share	Total Homes
NWA WORLD CHAMPIONSHIP (TBS 11/25)	3.2	7.3	1.79 million
NWA MAIN EVENT (TBS 11/26)	3.1	5.4	1.74 million
WWF PRIME TIME (USA 11/27)	2.6	4.0	1.41 million
WWF ALL-AMERICAN (USA 11/26)	2.2	6.5	1.19 million
NWA POWER HOUR (TBS 11/25)	1.6	6.7	896,000

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